CLAIMS:

1. An exothermic composition, comprising:

at least one zeolite;

at least one surfactant;

at least one magnesium or calcium halide; and

a physiologically acceptable anhydrous medium.

2. The composition according to Claim 1, wherein the magnesium or calcium halide is selected from the group consisting of calcium iodide, magnesium iodide, calcium chloride, magnesium chloride, calcium bromide, magnesium bromide, and mixtures thereof.

3. The composition according to Claim 1, wherein the halide is calcium chloride.

4. The composition according to Claim 1, wherein the halide is present in an amount ranging from 1% to 15% by weight relative to the total weight of the composition.

5. The composition according to Claim 1, wherein the zeolite is an activated zeolite selected from the group consisting of zeolite A, zeolite X, zeolite MAP, and mixtures thereof.

6. The composition according to Claim 1, wherein the zeolite is present in an amount ranging from 5% to 95% by weight relative to the total weight of the composition.

7. The composition according to Claim 1, further comprising at least one polyol.

8. The composition according to Claim 1, further comprising at least one polyol selected from the group consisting of glycerol, diglycerol, propylene glycol, dipropylene glycol, butylene glycol, hexylene glycol, polyethylene glycols, sugars, and mixtures thereof.

9. The composition according to Claim 1, further comprising at least one polyethylene glycol having a molecular weight of less than 600.

10. The composition according to Claim 1, further comprising at least one polyol in an amount ranging from 20% to 90% by weight relative to the total weight of the composition.

11. The composition according to Claim 1, wherein the zeolite is present in an amount effective for the composition to be exothermic.

12. The composition according to Claim 1, further comprising at least one polyol, wherein the zeolite and the polyol are present in an amount effective for the composition to be exothermic.

13. The composition according to Claim 1, wherein the surfactant is selected from the group consisting of cleansing surfactant, foaming surfactant, and combinations thereof.

14. The composition according to Claim 1, wherein the surfactant is selected from the group consisting of nonionic surfactant, anionic surfactant, amphoteric surfactant, and mixtures thereof.

15. The composition according to Claim 1, wherein the surfactant is one or more nonionic surfactants selected from the group consisting of condensate of alkylene oxide and of alkylphenol; alkylpolyglucoside; ether of fatty alcohol and of polyol; nonionic derivative of glucose and of methylglucose, comprising one or more polyethylene oxide or polypropylene oxide groups and optionally comprising one or more C8 to C30 fatty chain; oxyethylenated fatty amide; and mixtures thereof.

16. The composition according to Claim 1, wherein the surfactant is one or more anionic surfactants selected from the group consisting of polyalkylene glycol ether of fatty alcohol, taurate, acyl lactylate, alkyl sulphate, glyceryl alkyl sulphate, polyoxyethylenated alkyl sulphate, alkyl ether sulphate, alkyl ether carboxylate, monoalkyl or dialkyl phosphate, ethoxylated alkyl phosphate, N-acylsarcosinate, N-acylglutamate, acylisethionate, succinamate, soap, and mixtures thereof.

17. The composition according to Claim 1, wherein the surfactant is present in an amount ranging from 0.5% to 20% by weight relative to the total weight of the composition.

18. The composition according to Claim 1, which is in at least one form selected from the group consisting of a gel, a cream, a paste, and a powder.

19. A composition, comprising:

a means for making said composition exothermic;

at least one surfactant;

at least one magnesium or calcium halide; and

a physiologically acceptable anhydrous medium.

20. A process for removing make-up from or cleansing the skin or mucous membrane, comprising:

moistening the skin or mucous membrane;

applying an exothermic composition thereto;

working the applied composition into a lather;

rinsing the skin or mucous membrane; wherein

the exothermic composition comprises:

at least one zeolite;

at least one surfactant;

at least one magnesium or calcium halide; and

a physiologically acceptable anhydrous medium.

21. The process according to Claim 20, wherein working the composition into a lather further comprises adding water to the applied composition.

22. A process for removing make-up from or cleansing the skin or mucous membrane, comprising:

applying, to dry skin or mucous membrane, an exothermic composition;

adding water to the applied composition;

working the composition into a lather; and

rinsing the skin or mucous membrane; wherein

the exothermic composition comprises:

at least one zeolite;

at least one surfactant;

at least one magnesium or calcium halide; and

a physiologically acceptable anhydrous medium.

23. The process according to Claim 22, wherein applying the composition to dry skin or mucous membrane comprises massaging.

24. A method of stabilizing a composition, the composition comprising:

at least one zeolite;

at least one surfactant; and

a physiologically acceptable anhydrous medium;

the method comprising:

contacting said composition with at least one magnesium or calcium halide.

25. An article, comprising:

a water-insoluble substrate; and

an exothermic composition, comprising:

at least one zeolite,

at least one surfactant,

at least one magnesium or calcium halide; and

a physiologically acceptable anhydrous medium.